

THE TOBACCO INSTITUTE, INC.

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EARLE C. CLEMENTS
PRESIDENT AND EXECUTIVE DIRECTOR

April 29, 1970

Paul D. Smith, Esq.
Vice President & General Counsel
Philip Morris Incorporated
100 Park Avenue
New York, New York 10017.

Dear Paul:

Supplemental to my letter of April 27 regarding what I would term Congressional clearance for the new size type to be used on the package notice of 14-point type for cartons, 10-point for packages of 20 cigarettes and 8-point for packages of 10 or less, permit me to again call your attention to the fact that the Act carries the notice as follows:

"Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous
to Your Health."

In Horace Kornegay's and my discussions with the members and the staff, particularly on the House side, there was an insistence that the letter "t" in the word "to" which follows the word "Dangerous" and precedes the word "Your", should not be capitalized.

While I do not believe anyone would be prosecuted for using a capital "T", I again want to call your attention to the fact of the viewpoint of the staff.

Best regards.

Sincerely,

EARLE C. CLEMENTS

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